



Our vision is to have the Brisbane city-region as the world's most liveable place. We are thought leaders and trusted partners in shaping Brisbane's future.

## Strategic focus areas



### City Vision

A thriving inner-city, with all parts of its social, cultural and economic eco-system working together to deliver benefits for the city and state.



### Games Legacy and Growth

A future-ready city region, with physical and digital infrastructure delivered in advance of anticipated growth.



### Transport, Logistics and Mobility

People and goods can move easily and efficiently around our city region, utilising a range of different modes of movement.



### #BIG (Brisbane Idea Generators)

Greater Brisbane's future leaders work together to give back to the city region in which they are so proud to live, work and play.



### Waterways at the Heart

Our city-region's waterways are enhanced and activated, along with being celebrated for their role in shaping our regional identity.

## Guiding themes

Leadership • Inclusion • Prosperity • Sustainability • Innovation

## Foundations



### Thought leadership & advocacy

Creating positive change for Brisbane, through shaping the public discourse and sparking debate on improving liveability



### Membership & engagement

Respected forum, delivering value and a positive experience to stakeholders through creating, sharing and promoting ideas and connections



### Events & forums

Leading platform for networking, research, professional development and thought leadership



### Our organisation

Recognised, professional and fit-for-purpose



### CFB people

Providing a supportive, meaningful and rewarding place to work

## Delivery mechanisms

Advocate • Lead • Challenge • Champion • Collaborate • Amplify • Celebrate